

## **USIHC QUARTERLY COMMITTEE 2010 ANNUAL REPORT**

submitted by:

Judy Strehler, chair of the committee

Nancy Marie Brown, co-chair and editor of the Quarterly

In 2010, the thirteen to fifteen members of the Quarterly Committee produced four issues of *The Icelandic Horse Quarterly*. Each issue was 52 pages long, with a total of 41 feature articles and numerous news items written and illustrated by committee members and other USIHC members.

Topics covered all facets of the Icelandic horse world, including: clinics and seminars, teacher and trainer profiles, training and riding techniques and resources, youth activities, competition (local to international), the health and welfare of the horse, pleasure riding, breeding and young horse evaluations, saddle fit, FEIF announcements, USIHC Board meeting minutes, and member's experiences. In addition to its ongoing commitments to showing the versatility of the Icelandic horse and to emphasizing the welfare of the horse, the committee has especially tried this year to include more articles and information targeted to beginners. The committee also discussed the importance of showing only "best practices" in photographs and is working on a better system to ensure that.

Issues were released electronically as PDF files and posted by the USIHC webmaster on [www.icelandics.org](http://www.icelandics.org) on approximately Feb. 15, May 15, August 15, and November 15, and mailed approximately two weeks later. Design costs of \$1000 per issue included both the electronic (full color) and the print (black-and-white with color cover) editions. Costs for printing were just over \$1500 per issue for 500 copies; of these up to 384 were mailed directly to members, 30 were given to the Membership Committee for Welcome Packets for new members, and the remainder given to the Promotion Committee for promotional use. Postage (by the most economical bulk mail method) and handling totalled roughly \$500 per issue. Copies to our FEIF colleagues were sent electronically beginning this year; we also instituted print mailings to Canada and other countries through the Foreign Friends membership category. We are currently investigating ways to have those foreign copies delivered more rapidly.

In addition, the Quarterly Committee partnered with the Education Committee and the Website Committee to begin putting educational articles from back issues of the magazine up on the web separately to make the information more readily accessible.

A new initiative coordinated with the Promotion Committee and the Website Committee is to develop an easy way for members who sell or give away a horse to introduce the new owners to the USIHC by sending them a free copy of the Quarterly. We hope to have that process in place by mid-February.